

## Handout #4: Matching Objectives with Evaluation Methods

| Objective            | Result  | Evaluation  |
|----------------------|---|---|
| Program objective    | Changes in morbidity, mortality, and quality of life                              | <ul style="list-style-type: none"><li>• What is the outcome?</li><li>• Is there a change in health status? Did it change because of the program?</li></ul>              |
| Behavioral objective | Changes in behavior, behavioral adaptation  | <ul style="list-style-type: none"><li>• What is the impact?</li><li>• Has a new, healthier behavior been adopted? Can the program take credit for the change?</li></ul> |
| Learner objective    | Changes in knowledge, attitude, practices, etc.                                   | <ul style="list-style-type: none"><li>• Is there enough change in knowledge, attitudes, habits, and skills needed for behavior change?</li></ul>                        |
| Process objective    | Adherence to timeline tasks, completion of activities, efficient use of resources | <ul style="list-style-type: none"><li>• Is the program working?</li><li>• Are people attending?</li><li>• Are the methods appropriate?</li></ul>                        |

*(Adapted from Deeds, 1992)*